

UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF ILLINOIS  
EASTERN DIVISION

SECOND AMENDMENT ARMS, et )  
al, )  
 )  
Plaintiffs, )  
 ) No. 10-cv-4257  
vs )  
 )  
CITY OF CHICAGO, )  
 )  
Defendant. )

The discovery deposition of JOSEPH LAJOY, taken in the above-entitled cause before Steven J. Brickey, CSR, State of Illinois, at 30 North LaSalle Street, Chicago, Illinois, on the 23rd day of May, A.D., 2018, commencing at 1:01 o'clock p.m.

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1           A.        Yes.

2           **Q.        -- apart from the address mentioned**  
3           **on the NSSF report?**

4           A.        Yes, we've talked about three or  
5           four different locations.

6           **Q.        What were those?**

7           A.        All I can tell you that I remember  
8           from those locations are down on the southside,  
9           down closer here to the lakefront and then on the  
10           northside. As to actual addresses, I don't have  
11           those.

12           **Q.        Why did you think that those three**  
13           **locations would be the best locations; the**  
14           **southside, by the lakefront and the northside?**

15           A.        The industry is a very unique  
16           industry and the people involved in the industry  
17           and the amount of people we have spread out  
18           through the City of Chicago who are in the  
19           firearms industry and as a sport we have high  
20           concentrations in the city and so we wanted to  
21           talk about putting places in locales where people  
22           didn't have to travel an hour-and-a-half to get to  
23           a store.

24           **Q.        I'm going to show you another**

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1       **Franzese and planned involvement with SAA,**  
2       **knowledge regarding laser sights," is that**  
3       **correct?**

4           A.        Correct.

5           Q.        **Have you seen this document before?**

6           A.        I don't recall if I have or not.

7           Q.        **And if you flip to the next page,**  
8       **number four says "Identify and describe all stores**  
9       **selling or vending firearms or firearms**  
10       **accessories operated in whole or in part by any**  
11       **plaintiff, any entity in which any plaintiff has**  
12       **or had an interest or any entity that is or was a**  
13       **member of any plaintiff including the name of each**  
14       **store, its location and the length of time in**  
15       **operation."**

16               **If you look at the third**  
17       **paragraph and the answer, it says that "Joe**  
18       **Franzese is an independent contractor at LaJoy**  
19       **Precision, Inc.," is that correct?**

20           A.        That's correct.

21           Q.        **What is LaJoy Precision, Inc.?**

22           A.        LaJoy Precision, Inc. is an 07  
23        federal firearms licensee. We are a gunsmithing,  
24        custom gun builder, firearms training institute,

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1 firearm sales, archery training outdoor store.

2 Q. **It sounds like you have a lot going**  
3 **on there.**

4 **Are you the owner of LaJoy**  
5 **Precision, Inc.?**

6 A. I own 49 percent of the business.

7 Q. **Are you the manager of the business?**

8 A. Yes.

9 Q. **How many employees do you have?**

10 A. Zero.

11 Q. **What does Joe Franzese do for LaJoy**  
12 **in his role as independent contractor?**

13 A. He brings customers to me.

14 Q. **Where does he find customers to**  
15 **bring to you?**

16 MR. SIGALE: Objection as to  
17 foundation, speculation, but if you know the  
18 answer to that.

19 BY THE WITNESS:

20 A. I can tell you I know some of the  
21 answer to it, not the whole thing, but he -- I  
22 give him my business cards all the time and he has  
23 them at his barbershop and when he has customers  
24 that are talking about the firearms industry, he

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1 cutting tools.

2           **Q. I'm not very familiar with the**  
3           **practice of gunsmithing. Gunsmithing refers to**  
4           **repair of firearms, modifications of firearms,**  
5           **correct?**

6           A.       So a gunsmith is a trained  
7           professional who can do all aspects of firearms  
8           repair, maintenance and building.

9           **Q. How much space is required just to**  
10           **hold the equipment needed to operate a gunsmithing**  
11           **shop?**

12           A.       That's a loaded question because you  
13           can do it in as much as a six-by-eight -- six-foot  
14           by eight-foot area or as big as 4,000 square feet.  
15           It depends on what work is being done and how much  
16           of that work is being done.

17           **Q. But to have a high quality,**  
18           **profitable --**

19           A.       It can be done -- it can be done in  
20           a six-foot by eight-foot area.

21           **Q. Is that equipment expensive?**

22           MR. SIGALE: Object as to form, but  
23           to the extent you can answer it.

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1 BY THE WITNESS:

2 A. The milling machines and lathes,  
3 yes, that's expensive stuff. Is that needed to be  
4 a gunsmith? No, it's not. It just makes it  
5 easier.

6 BY MR. TRESNOWSKI:

7 Q. **You mentioned that your company also  
provides training and classes?**

8 A. Yes, sir.

9 Q. **Do you also sell products?**

10 A. Yes, sir.

11 Q. **What kinds of products?**

12 A. Firearms, ammunition, holsters, gun  
13 cleaning equipment, targets, gun cases, parts,  
14 accessories, optics, optic accessories, pretty  
15 much I can -- I can sell anything in the sporting  
16 goods industry and most of that I do on special  
17 order.

18 Q. **What percentage of your company's  
revenue comes from the sale of firearms?**

19 A. LaJoy Precision --

20 Q. **LaJoy Precision.**

21 A. -- to date right now around 20  
22 percent of my business is done with firearm sales

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1 and accessory sales.

2           **Q.        You mentioned you have a federal**  
3           **firearms license?**

4           A.        Yes, sir.

5           **Q.        How long have you had one?**

6           A.        Five years. I'm sorry. December  
7 will be the end of my sixth year.

8           **Q.        I thought you mentioned that LaJoy**  
9           **Precision began in 2007, is that correct?**

10          A.        I never stated that LaJoy Precision  
11 started in 2007.

12          **Q.        I must have misheard. So how long**  
13           **has LaJoy had a federal firearms license?**

14          A.        LaJoy Precision has had a federal  
15 firearms licensing -- license December will be --  
16 December 2018 will be the end of our sixth year.

17          **Q.        Do you have any other employment**  
18           **currently besides your work at LaJoy Precision?**

19          A.        No.

20          **Q.        And what did you do prior to working**  
21           **at LaJoy Precision? What was your employment**  
22           **immediately prior to LaJoy Precision?**

23          A.        I have -- I was the head gunsmith  
24 for Krebs Custom Guns in Wauconda.

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1           **Q.**       **And how long did you have that job?**

2           A.        I was there for about a year.

3           **Q.**       **What were you doing before that?**

4           A.        Are you asking the question how  
5           long -- how much experience do I have in the  
6           firearms industry, is that what you are trying to  
7           ask?

8                            MR. SIGALE: No, he's asking what  
9                            your employment immediately prior to Krebs.  
10                        Right?

11                            MR. TRESNOWSKI: Correct.

12                        BY THE WITNESS:

13           A.        I can't remember. I was doing -- I  
14           was doing gunsmithing work and additional class  
15           training during that time. Who was I working for?  
16           I can't remember.

17                        BY MR. TRESNOWSKI:

18           **Q.**       **Okay. So let's get to the question**  
19                       **you thought I was going to ask.**

20                            **How -- how many years of**  
21                           **experience working as a gunsmith do you have?**

22           A.        I started my training when I was 20  
23           years old. So we're talking 29 years.

24           **Q.**       **You've only had a federal firearms**

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1           **Q.       If you flip past the first page,**  
2       **which is really an addendum to the rest of the**  
3       **document, I believe, and if you turn in that**  
4       **document to page three, you're listed on that page**  
5       **as the chief operations officer for Second**  
6       **Amendment Arms, is that correct?**

7           A.       Correct.

8           **Q.       If you turn to page four under the**  
9       **heading service, it says "A full gunsmith services**  
10       **will be run and serviced by Joseph LaJoy of LaJoy**  
11       **Precision, a FFL Class 3 manufacturer on and**  
12       **offsite," is that correct?**

13           A.       Correct. The Class 3 manufacturer  
14       is incorrect.

15           **Q.       What -- what should it say?**

16           A.       It should say 07 manufacturer.

17           **Q.       So you have a Class 07 FFL?**

18           A.       Correct.

19           **Q.       Which allows you to manufacture**  
20       **firearms, correct?**

21           A.       An 07 FFL allows me to manufacture  
22       and sell firearms and destructive devices other  
23       than explosive devices.

24           **Q.       How much do you expect to be paid as**

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1 BY MR. TRESNOWSKI:

2 Q. You have never examined the property  
3 located at 415 West Armitage, correct?

4 A. Correct.

5 Q. So you don't know, for example,  
6 whether the gunsmithing equipment that you would  
7 want to have for Second Amendment Arms could fit  
8 in that property, correct?

9 A. So going back to a previous answer  
10 about gunsmithing equipment. You can do  
11 gunsmithing with a six-foot by eight-foot table.  
12 So could I open up a gunsmithing operation at this  
13 location without seeing the inside of it? I  
14 guarantee you I could. Does it mean that I will  
15 have -- may be able to put in my big mill and by  
16 lathe in there? I don't know. Do I need my lathe  
17 and mill in that building to do my work? No, I  
18 don't.

19 Q. Why do you have the mill and the  
20 lathe at your LaJoy Precision location?

21 A. It helps me to do my job better,  
22 easier.

23 Q. So if that equipment couldn't fit in  
24 this property, you wouldn't be able to do your job

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1 A. Correct.

2 Q. **And you said that you've seen this**  
3 **report before, correct?**

4 A. Correct.

5 Q. **It says on the cover that it was**  
6 **prepared for LaJoy Precision, Inc., correct?**

7 A. Correct.

8 Q. **So you requested this report?**

9 A. Correct.

10 Q. **How did you request it?**

11 A. I'm a member of the NSSF. I called  
12 them up and I ordered it.

13 Q. **What information did you provide**  
14 **them?**

15 A. I gave them the address and told  
16 them how much of a mile radius around it.

17 Q. **Did Joe Franzese ask you to request**  
18 **this report?**

19 A. Yes, he did.

20 Q. **What was the purpose of the report?**

21 A. What is the purpose of this report?

22 Q. **Why did he ask you to request it?**

23 A. Because this report tells us --  
24 gives us a market analysis of a 15 to 35-mile

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1 radius of the address 6714 North Northwest  
2 Highway, Chicago, Illinois 60631 and gives us all  
3 demographics; male, female, age, income levels,  
4 how many people are participating in any outdoor  
5 activity including firearms and archery.

6 **Q. How did you plan on using this  
7 report?**

8 A. This report gives me -- tells me  
9 what my concentration of people that we would be  
10 able to market to are in the area and if it's a  
11 good location or not.

12 **Q. So what did you do with the report  
13 once you received it?**

14 A. I received it, I looked at it and I  
15 gave a copy to Joe.

16 **Q. How many times did you read it?**

17 A. Once.

18 **Q. Did you take any other actions based  
19 on this report besides sending it to Joe?**

20 A. No.

21 **Q. You never sent this report to a  
22 bank?**

23 A. No.

24 **Q. The cover of the report says it was**

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1 disclose him as a Rule 26 expert?

2 MR. SIGALE: No, I'm going to  
3 disclose him as a regular, ole' fact witness who  
4 knows everything about all this.

5 As I mentioned, there will be a  
6 retained expert disclosure coming.

7 BY MR. TRESNOWSKI:

8 Q. **This response also says you have  
9 experience in the gun sales and smithing business,  
10 do you consider yourself an expert on the sale of  
11 guns?**

12 A. I wouldn't consider myself an expert  
13 as on the sales of guns.

14 Q. **You don't have expert knowledge  
15 about what makes gun stores profitable or  
16 unprofitable, correct?**

17 A. Could you restate that question?

18 Q. **Do you have any special training or  
19 experience that would allow you to offer an expert  
20 opinion about whether a particular gun store will  
21 be profitable?**

22 A. You've used the word expert more  
23 than once. Do I have experience running a gun  
24 store? Do I have experience of knowing what will

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1 make a gun store profitable or not profitable?

2 Yes, I do. Do I consider myself an expert in  
3 those areas? No, I do not. Do I know where to  
4 get those experts? Yes, I do.

5 **Q. This response also says you have  
6 knowledge regarding laser sights, correct?**

7 A. I have knowledge of laser sights,  
8 yes.

9 **Q. How does a laser sight accessory  
10 work on a firearm?**

11 A. When it's attached to the firearm,  
12 you press a button to turn it on to have it  
13 activated. Some are activated when you remove the  
14 firearm, a handgun, from its holster. Lasers on  
15 rifles you have to press a button to turn it on  
16 and they are sighted in for a certain distance  
17 just like you would sight in an optical sight or  
18 an open sight and it projects either a red or  
19 green visible laser from the firearm to the  
20 target.

21 **Q. As part of your gunsmithing work, do  
22 you install laser sights on firearms?**

23 A. Yes.

24 **Q. How -- how does the laser sight**

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1       **attach to the firearm?**

2           A.       It depends on the firearm.  It  
3 either attaches -- it's either grips -- so the  
4 laser is built into the grips and you unscrew the  
5 grips and put the new grips on there or it  
6 attaches via what is called a Picatinny rail under  
7 the hand guard.  I'm sorry.  Not under the hand  
8 guard.  Under the barrel of a handgun or under the  
9 barrel of a rifle and it attaches by clamping  
10 method to that.

11          Q.       **So when a customer comes to you to**  
12 **have a laser sight installed on his or her**  
13 **firearm, that customer would bring you the firearm**  
14 **and the laser sight separately, correct?**

15          A.       In some instances.

16          Q.       **The laser sight is an -- is an**  
17 **aftermarket product that is bought separately from**  
18 **the firearm?**

19          A.       In some instances, it is.

20          Q.       **And in those instances where they're**  
21 **separate, the firearm would function in the same**  
22 **way, whether it had a laser sight or not, correct?**

23          A.       Correct.

24          Q.       **After you installed a laser sight on**

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1       **a firearm and the laser sight broke, the firearm**  
2       **would still function, correct?**

3           A.        Correct.

4           Q.        **When customers come to you asking to**  
5       **install a laser sight, why do they do that? That**  
6       **is -- let me rephrase the question.**

7                   **Why do customers want laser**  
8       **sights on their firearms?**

9                   MR. SIGALE: Again, I'll object as  
10       to foundation and speculation, but to the extent  
11       you know, go ahead and answer the question.

12       BY THE WITNESS:

13           A.        Some reasons why people will have a  
14       laser sight on a firearm is what we call target  
15       acquisition. It helps the person to be able to  
16       make sure that the gun is sighted and on target,  
17       it is pointed at the right target be it for target  
18       shooting, sporting purposes or self-defense.

19       BY MR. TRESNOWSKI:

20           Q.        **Is it easier to shoot a firearm when**  
21       **a laser sight is attached?**

22                   MR. SIGALE: Object to the form of  
23       the question. Go ahead and answer if you  
24       understand the question.

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1 BY THE WITNESS:

2 A. You have to clarify what you mean  
3 exactly by that.

4 BY MR. TRESNOWSKI:

5 Q. **Is it easier to hit a target when**  
6 **there is a laser sight attached to the firearm?**

7 A. At a known distance, yes, it is.

8 Q. **Do you think having a laser sight on**  
9 **a firearm would give a user more confidence in**  
10 **shooting the firearm?**

11 A. That's hard to say because you're  
12 asking me to give an answer of what an individual  
13 would think.

14 Q. **That's a fair response.**

15 MR. TRESNOWSKI: It's been an hour.  
16 Let's just take a break now and go off the record.

17 (Whereupon, a break was taken  
18 after which the following  
19 proceedings were had.)

20 MR. TRESNOWSKI: Let's go back on  
21 the record.

22 BY MR. TRESNOWSKI:

23 Q. **I just want to go back over a few of**  
24 **the things we talked about.**

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1                   MR. TRESNOWSKI: Can we go off the  
2 record for a minute?

3                   (Whereupon, a break was taken  
4                   after which the following  
5                   proceedings were had.)

6                   MR. TRESNOWSKI: Go back on the  
7 record. I don't have anything else right now.

8                   MR. SIGALE: Okay. I want to touch  
9 on some things.

10                  C R O S S                           E X A M I N A T I O N

11                  BY MR. SIGALE

12                  Q.            **Mr. LaJoy, let me start with this.**  
13                  **You got asked a question regarding the Exhibit 5,**  
14                  **the NSSF report, and the date of the report which**  
15                  **is, I'm sorry, what is it?**

16                  A.            August 29th, 2014.

17                  Q.            **And you got asked why that date, why**  
18                  **not sooner. Would it refresh your memory at all**  
19                  **as to the answer to that question if I told you**  
20                  **that the court opinion that overturned Chicago's**  
21                  **gun store ban was issued on January 6th of 2014**  
22                  **and the gun store ordinance that Chicago passed as**  
23                  **a result of that came out on May 28th of 2014?**

24                  **Does that refresh your**

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1       **recollection at all as to why the NSSF report**  
2       **might have been requested around August of 2014?**

3           A.       That would probably -- that -- I  
4       would lean to say, yes, most likely.

5           Q.       **And why, why then and why not**  
6       **before?**

7           A.       Well, the ruling was overturned that  
8       they were allowing it?

9           Q.       **Yes.**

10          A.       So we would -- we would look at it  
11       more seriously, start to build and get more of the  
12       record. Seriously -- what I mean -- more  
13       seriously. You can open up a store. Let's start  
14       to put the work together.

15          Q.       **In other words, in your opinion,**  
16       **based on, you know -- you know, based upon your**  
17       **conversations and whatnot, did you from your**  
18       **perspective see a point to ordering a market**  
19       **report before gun stores technically would have**  
20       **even been allowed?**

21          A.       No, it's a waste of money.

22          Q.       **So I want to take your attention**  
23       **to -- this is Exhibit 3. If I understand this**  
24       **correctly, Joe Franzese was the spearhead of this**

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1           A.        I would -- yes, I would say, yes, he  
2        does.

3           Q.        **There is a couple broader issues**  
4        **that I don't feel like got discussed very much. I**  
5        **want to make sure we've talked about them.**

6                   **The first regards laser sights.**  
7        **You were talking about target acquisition I think**  
8        **was the phrase you were using?**

9           A.        Yes, sir.

10          Q.        **Are there other benefits to laser**  
11        **sights or is that the primary -- is that really**  
12        **it, that's what they're used for?**

13          A.        Laser sights are used to make sure  
14        that the target that you are looking at is the  
15        target that you want to shoot.

16          Q.        **So it's not just target acquisition,**  
17        **it would also improve shooting accuracy?**

18          A.        Yes, to -- to an extent.

19          Q.        **Well, sure. I mean, if you're**  
20        **someone -- go ahead.**

21          A.        It would improve the accuracy of  
22        aging shooters.

23          Q.        **Okay. How so?**

24          A.        The older we get our eyes -- our

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1 eyesight starts to diminish and when we have  
2 diminished eyesights -- so I wear glasses. If I  
3 were to shoot a firearm without glasses on, my  
4 sights would be blurry, but that laser would not  
5 be blurry because the laser is a dot. It's going  
6 to be the target that I want to hit. So it helps  
7 me to make sure that what I am aiming at is what I  
8 want to shoot.

9           **Q.        Okay. Any other benefits?**

10           A.        We use lasers -- I use lasers as an  
11 instructor and I have other instructors who use  
12 lasers and we use it as a diagnostic tool. It  
13 tells us what a person is doing correctly or  
14 incorrectly in the process of learning how to  
15 shoot a firearm.

16           **Q.        What about the possible deterrent  
17 effect, if any, on a would-be attacker if someone  
18 were to drawdown on that attacker with a firearm  
19 with a laser sight, do you -- in your experience,  
20 would that have any -- any use for the shooter?**

21           A.        A lot.

22           **Q.        Can you explain?**

23           A.        Currently, we have -- throughout the  
24 United States we have civilians, we have police

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1 officers, we have military personnel, we have --  
2 using lasers to get their point across. So when a  
3 civilian has -- is involved with a bad person and  
4 they have a firearm with a laser on it and they  
5 point that laser at that individual and that  
6 individual sees the laser on their chest, the  
7 general outcome is that person gives up. It's why  
8 the police like it so much, it's why the military  
9 likes it so much because it is a very big  
10 deterrent against bad people doing bad things  
11 without having to pull the trigger and discharge a  
12 round and take another person's life.

13           **Q.       For the law-abiding firearm user, is**  
14           **there a negative to using laser sights?**

15           A.       Yes.

16           **Q.       What?**

17           A.       It has a red or green line going  
18 from the sight directly back to that individual.  
19 So let me explain. If I pull a firearm out and I  
20 have a laser on that firearm and I put it on a  
21 target and there is another person that is there  
22 or that individual decides to say "Okay. You're  
23 not going to do it," they have an exact location  
24 of exactly where I'm standing.

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1           Q.        **Okay.  Is that a reason to ban them?**

2           A.        No.

3           Q.        **Is there a reason that your -- first**  
4       **of all, are you aware of anywhere other than the**  
5       **City of Chicago where they're banned all together?**

6           A.        Firearm lasers?

7           Q.        **Yes.**

8           A.        No.  I only know of the City of  
9       Chicago that has a firearm ban on lasers.

10          Q.        **Is there a -- other than -- other**  
11       **than what you've described using a laser might**  
12       **help target -- helps improve target acquisition,**  
13       **but also might make the shooter more visible,**  
14       **is -- is there any -- is there any reason in your**  
15       **mind, your experience, to ban laser sights all**  
16       **together?**

17          A.        There is no reason in my mind why  
18       laser sights should be banned.

19          Q.        **Are you aware of any statistics or**  
20       **any data from anywhere around in -- anywhere in**  
21       **the United States, of course except for Chicago**  
22       **because they're banned here, where a law-abiding**  
23       **person using a laser sight is a danger, is a harm**  
24       **to public safety?**

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1           A.       I'm sorry. Would you clarify that?

2       I think I heard you say one thing and I want to  
3       make sure what I heard you say.

4           Q.       **Are you aware of any data,**  
5       **statistics from anywhere in the United States, of**  
6       **course except for Chicago, where using -- where**  
7       **the use of a laser sight by a law-abiding person**  
8       **causes a danger or a harm to public safety?**

9           A.       I am not aware of that at all.

10          Q.       **Now, you are aware, Mr. LaJoy, that,**  
11       **technically-speaking, gun stores are allowed in**  
12       **the City of Chicago if you look at the bare text**  
13       **of the ordinance?**

14          A.       From 2014 where they passed it?

15          Q.       **Yes.**

16          A.       I'm aware of that.

17          Q.       **Is it still -- is it nonetheless**  
18       **your belief that someone trying to open a gun**  
19       **store would not be successful?**

20          A.       It is my belief that the City of  
21       Chicago will not allow it.

22          Q.       **What's the basis for that belief?**

23          A.       I believe within the last two, two  
24       to three years, there was a gentleman from Indiana

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1       **then we kind of switched topics, but I want to try**  
2       **and expand on this a little bit more, Mr. LaJoy.**

3                   **Okay. What -- do you have --**  
4       **Strike that part. Are you okay?**

5           A.       Yup. Go ahead.

6           **Q.       Do you have experience in the retail**  
7       **sale of firearms?**

8           A.       Yes, I do.

9           **Q.       Okay. Can you explain what that**  
10      **experience is?**

11          A.       Sixteen years old I started working  
12        on the range at Gun World in Bensenville, which  
13        was a gun store. I worked for them for about four  
14        months at 16 cleaning the range and signing people  
15        in and out of the range. I left, wound up going  
16        back to other odd jobs and stuff. When I turned  
17        21, I went back to Gun World. I wound up being  
18        the firearms instructor and the sales manager for  
19        Gun World in Bensenville. I was also learning the  
20        gunsmithing trade on top of it at that point. I  
21        worked for Gun World for a few years.

22                  I have been in the archery  
23        industry, owned my own archery shop out of my home  
24        selling archery product, training people in

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1 archery, buying bows. I shot archery as a  
2 semiprofessional. I was hired by Bass Pro Shops  
3 in Gurnee when they were building that. I was the  
4 15th employee hired there. I was hired as the  
5 assistant manager for the hunting department. I  
6 oversaw the gun department and the knife  
7 department and the general floor and the range.

8 On top of all of that, where  
9 else do you want me to go? I have been in the  
10 industry in one form or another since I was  
11 technically 20 years old. I spend the majority of  
12 my time educating myself, doing continuing  
13 education every year on the firearms industry. I  
14 currently have an FFL for myself which is under  
15 LaJoy Precision. I have worked for other FFL's.

16 I worked at Maxon's Shooting  
17 Supply in Des Plaines. I was their gunsmith for  
18 them for a time period. I left with them. I went  
19 to Krebs Custom. I worked for them. I went to --  
20 I'm a graduate of the American -- American  
21 Gunsmithing Institute of their master gunsmith  
22 program. I am a pistolsmith, a riflesmith, a  
23 shotgunsmith. I am an associate member of the  
24 American Custom Gunmakers Guild.

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1 I am in the process of trying to  
2 finish the projects to submit to become a  
3 full-fledged member of the American Custom Gun  
4 Makers Guild and I am in the process of putting  
5 the projects together to become a full-fledged  
6 member of the American Pistolsmith Guild. On top  
7 of that, I am a firearms instructor. I have been  
8 an NRA certified firearms instructor for basic  
9 pistol, basic rifle, basic shotgun, personal  
10 protection, home firearms safety, firearms safety  
11 outside of the house. I am a certified range --  
12 firearms range safety officer and have been since  
13 I was 20.

14 I was part of the first group of  
15 individuals that the State of Illinois licensed to  
16 be an Illinois conceal carry firearms instructor.  
17 I am also a firearms instructor for the State of  
18 Utah. My licenses allow me to teach not only  
19 Illinois conceal carry law, Utah conceal carry  
20 law, but it also allows me to teach Wisconsin  
21 conceal carry law and Florida conceal carry law.

22 Every year, the ATF, which is  
23 the Bureau of Alcohol, Tobacco and Firearms and  
24 Explosives, ATFE, they put on a continuing -- what

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1 no longer around, Bass Pro Shops in Gurnee,  
2 Illinois.

3           **Q.       At Krebs, did you just do**  
4           **gunsmithing?**

5           A.       Krebs -- Krebs is a firearms  
6 manufacturer. So I ran -- I was the -- I was  
7 hired as his production manager and we built  
8 custom, high-end rifles.

9           **Q.       So it sounds like you have worked in**  
10           **basically every aspect of the firearm industry?**  
11           **Am I missing -- are there any that you don't?**  
12           **You've sold them, you've manufactured them, you've**  
13           **custom repaired and made them, you train, is there**  
14           **any part of the firearm industry that you don't --**

15           A.       That I have no experience in? There  
16 is no part of the firearms industry that I do not  
17 have experience in. Now, I have also worked in  
18 other areas outside of the industry. I haven't  
19 just spent the last 29 years in the industry. I  
20 have spent 29 years in the industry and outside of  
21 the industry.

22           **Q.       What else -- what kind of things**  
23           **have you done outside of the industry?**

24           A.       I was the national sales manager for

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1 that was about 2001/2002 timeframe where I was a  
2 recruiter for Manpower in Waukegan. Before them,  
3 I worked for a company called Digital Java and Red  
4 Cup Coffee. I was their national service manager  
5 for superautomatic espresso equipment that we  
6 brought in exclusively from Italy and I would  
7 train technicians throughout the country on how to  
8 work the equipment and how to get the equipment  
9 installed.

10           **Q.       All right. So focusing for a second**  
11           **here on the firearms retail work that you did, you**  
12           **said at Bass and at Gun World, so how does that**  
13           **experience help you to -- Strike that.**

14           **How would you feel that those**  
15           **experiences at Gun World and Bass Pro Shop would**  
16           **aid you in being a COO of Second Amendment Arms?**

17           A.       Logistics, planning, training,  
18       understanding customer service, picking the  
19       right -- the right individuals for specific areas,  
20       right -- when I say the right individual, the  
21       right mentality of that person, their character,  
22       their demeanor. You don't want to walk into any  
23       business and have some crotchety person behind  
24       that counter spitting all over you and treating

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1 you rudely.

2           **Q.        Sure.**

3           A.        You want to walk in the door like  
4 you just met and been working with your best  
5 friend in the whole world. Customer service is  
6 everything. On top of that, learning -- learning  
7 what I learned from Bass Pro Shops on how to  
8 market product, how to present product, product --  
9 product display, what products to bring in, what  
10 products not to bring in, how to -- how to analyze  
11 the product of what is selling, what is not  
12 selling, how to move that product, how not to move  
13 the practice. You know, you have to -- you don't  
14 want product X sitting on that shelf for, you  
15 know, a year and not moving. That's wasted money,  
16 right. If that product doesn't sell within 90  
17 days, get rid of it. Mark it down, get rid of it  
18 and bring in something that is going to be  
19 profitable.

20           **Q.        So is it fair -- Strike that.**

21           A.        I have to stand up if that's okay?

22           **Q.        Yeah, that's okay. You told me**  
23 **beforehand you've got a couple of back issues. Do**  
24 **you need to take a break?**

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1           A.        No, let's keep going. I'd just like  
2 to finish. So, please, let's keep going.

3           Q.        **Okay. So, Mr. LaJoy, is it fair to**  
4 **say you were not brought into this discussion with**  
5 **Mr. Franzese on a whim?**

6           A.        It's very fair to say that, yes,  
7 sir.

8           Q.        **You're just not some buddy of his**  
9 **that likes to shoot and was getting your haircut**  
10 **one day and said "Oh, yeah. You'd be good.**  
11 **Let's -- we can be zillionaires doing this."**  
12 **You -- you've been in this industry for a very**  
13 **long time?**

14          A.        I've been in the industry long  
15 enough to know when I'm talking to somebody if  
16 they're blowing smoke up my tail or not and so  
17 what do I mean by that? Joe -- Joe knows how to  
18 bring people together. He knows how to build --  
19 how to build stuff. He might not know every  
20 aspect of the firearms industry. He doesn't need  
21 to. He needs to find people like me who do and  
22 Joe has done a great job of bringing people  
23 together.

24          Q.        **You mentioned -- and this will**

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1 I would leave that all together.

2 BY MR. SIGALE:

3 **Q. Yeah.**

4 A. And -- and right now I would say,  
5 no, I wouldn't. I would run both. I would hire  
6 people to run the business end of LaJoy Precision  
7 and I would still do that and I would oversee what  
8 is going on over there. However, if we had the  
9 property to put that range system in in the  
10 northwest side of Chicago, LaJoy Precision would  
11 get shuttered and I would open up there.

12 **Q. Do you believe that a gun store in  
13 Chicago would be profitable?**

14 A. Very much so.

15 **Q. What do you base that on?**

16 A. I base that on -- on the potential  
17 of firearms enthusiasts that are there. I base it  
18 on the educational ramifications of educating the  
19 public on good firearm safety. People are afraid  
20 of what they don't know. Okay. Educate people.  
21 We don't need to argue. We don't need to yell and  
22 fight and scream at people like they do on TV.  
23 Educate people. Answer questions. Be polite.  
24 Answer their questions. Educate them. Then let

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1           **Q.        But great customer service and**  
2           **experience in the firearm industry does not**  
3           **guarantee profits, correct?**

4           A.        Correct.

5           **Q.        You mentioned that you think a gun**  
6           **store would be profitable in Chicago because of**  
7           **the number of gun store enthusiasts in the city,**  
8           **correct?**

9           A.        Number of people that are  
10           enthusiasts about shooting sports, yes.

11           **Q.        What is your basis for estimating**  
12           **how many of those individuals there are within the**  
13           **city?**

14           A.        The NSSF report that you handed to  
15           me as Exhibit 3 I believe it is.

16                    MR. SIGALE: Exhibit 5.

17           BY THE WITNESS:

18           A.        Exhibit 5. If I wanted to get even  
19           more laser beam focus, I would call the NSSF and  
20           order more reports.

21           BY MR. TRESNOWSKI:

22           **Q.        Let's go back to the first question**  
23           **Mr. Sigale asked you regarding the date on which**  
24           **you requested the NSSF report.**

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1 open.

2           **Q.       And so you said "Let's open. So**  
3           **let's get the market report for our fifth store,"**  
4           **correct?**

5           A.       I said "Let's get a market report  
6       for this location here." I was the one who picked  
7       that address solely on the purpose of the fact of  
8       it being on the northwest side of Chicago and that  
9       there is nothing in that area. I wasn't looking  
10      at all the other locations.

11          **Q.       But the first step of business after**  
12       **the 2014 court opinion came out with regards to**  
13       **Second Amendment Arms was getting a market report**  
14       **for the fifth store to be opened, correct?**

15          A.       It was getting a market report for  
16       opening a store. What number that store would be  
17       we were looking at this as being the fifth store,  
18       but it could also have been -- in 2014, it would  
19       have been the first store. The original plan was  
20       to open up three stores first and then move into  
21       two more within the next year or two years.

22          **Q.       Counsel also walked you through the**  
23       **business report and the references in that report**  
24       **to certain inventory that Second Amendment Arms**

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1       **might be carrying, do you recall that?**

2           A.       Yes, sir.

3           Q.       **And you believe that even though you**  
4       **don't have specific knowledge of specific**  
5       **locations where Second Amendment Arms stores would**  
6       **open up within the city or of specific inventory,**  
7       **that Joe Franzese does have a more specific idea**  
8       **with respect to those matters?**

9           A.       I believe Joe Franzese has more  
10       specifics on that. That's his area.

11           Q.       **Yet despite all of your experience**  
12       **in the firearms industry and your role as chief**  
13       **operations officer, he didn't consult with you**  
14       **about those things, correct?**

15           A.       If you mean by consulting with me on  
16       getting specifics, no, because I told him I didn't  
17       want to deal with specifics until we're moving  
18       forward. Let's move forward. We'll get into more  
19       specifics when we move forward.

20           Q.       **On the topic of laser sights, you**  
21       **mentioned that improved shooting accuracy that**  
22       **comes from a laser sight might be beneficial for**  
23       **aging shooters or shooters whose -- whose eyesight**  
24       **is not perfect, correct?**